

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Expo Gourmet High End Food Opportunities in Mexico

Report Categories:

Trade Show Announcement

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Report Highlights:

The Gourmet Show was created to promote upscale/gourmet specialty food, beverage, and related accessories in order to increase the availability of these products in Mexico. In addition to the food focus, the Gourmet Show incorporates the following sector events focusing on Chocolate, Wine, Agave, Cerveza and Coffee all exhibiting in the same venue at the same time. Thus, a visit to this tradeshow offers immense opportunities for high end American products in Mexico.

General Information:

Overview

The Gourmet Show started in 2010 with the objective of promoting upscale/gourmet specialty food, beverage, and related accessories as viable option in Mexico. In addition to the food focus, the Gourmet Show incorporates the following sector events held simultaneously:

1. Expo Gourmet
2. The Chocolate Salon
3. Wine Room
4. Agave Fest
5. Cerveza Mexico
6. Expo Café

With this variety of activities housed under one umbrella, the Gourmet Show strives to offer exhibitors and visitors a platform from which to strengthen their businesses in these markets.

Report Highlights

This report includes

1. Location and dates
2. Focus of the show
3. Show specifics
4. How U.S. exporters can participate

Location and Dates

The Gourmet Show is held annually in Mexico City. The event is located in the World Trade Center in the southern part of Mexico City, easily accessible from all areas of the city and has hotel accommodations in close proximity. The event takes place in early September (September 5-7, 2013) and lasts for 3 days.

Focus of the Show

The Gourmet Show houses a large variety of products geared to the gourmet and specialty sectors. In addition to gourmet foods, the show focuses on food items with strong Mexican roots such as coffee, chocolate, and tequila. All of which are geared to the discerning tastes of “foodies” in Mexico.

Many countries are present in the gourmet food section of the show:

Italy with 15 companies

- Primarily focused on olive oils, cheese, pasta, coffee, and sparkling waters

Argentina with six companies

- Leading products included cleaning equipment and wine

Indonesia with four companies

- Featured products were canned drinks and tropical juices

Poland with three companies

- Products displayed included butter cookies, chocolate, and candy

While the United States has not participated with a USA Pavilion in the past, some U.S. companies and many U.S. products are present as distributors look to this show to promote their gourmet lines. U.S. items being sold

or distributed to the Mexican market through local representatives or distributors were: *Two Moms in the Raw* (Organic, gluten free bars without sugar), *Mississippi Bell Brand Sauces* with Comercial Hispana, and Comercializadora Salani distributing *Bella Sun Luci*, *Reese Sauces and Jellies*, among others American products. The only U.S. cooperator present was the U.S. Rice Federation (USRF). USRF held rice cooking demonstrations and said that the Gourmet Show is a good show to connect with potential consumers and where visitors have the time to sit through one of four rice-cooking demonstrations daily.

Pricing

The package offered by The Gourmet Show includes black walls, lighting, one electrical 500 watt contact, general red carpeting, company name on fascia board, and complete company name and information on Expo Gourmet directory.

Price per stand is:

Stand **2x2** (4m²) **USD \$1,120.00 + IVA (sales tax)**

Stand **3x2** (6m²) **USD \$1,680.00 + IVA**

Stand **3x3** (9m²) **USD \$2,520.00 + IVA**

Stand **3x6** (18m²) **USD \$ 5,040.00 + IVA**

Visitors

Visitors are mostly from Mexico though some Central American buyers come through. The primary groups attending are retail buyers, including supermarket as well as department store buyers, bistros, restaurants, and specialty stores. Many specialty stores find this show a great place to find new products and view trends. Of those visitors surveyed, 28 percent are looking for new products to distribute, 16 percent are searching for new products to import and export, 90 percent reported attending to know more about the show and new products, and 69 percent are there to buy gourmet food and beverage products.

The breakout of visitors is:

- 9,000 Visitors to The Gourmet Show
- 12,000 Visitors to Cerveza Mexico of which ¼ attended Expo Gourmet
- 5,000 Professional buyers
 - 54 percent can make purchasing decisions
 - 20 percent share the decision making process
 - 20 percent make recommendations of items to purchase
 - 6 percent attend the show in order to keep abreast of new products and trends
- 7,000 Direct consumers

Most Mexican states were well represented with visitors attending from all areas of the country. Foreign visitors came from: the United States, Spain, France, Panama, Germany, Colombia, South Korea, Honduras, Argentina, Brazil, Canada, El Salvador, Greece, Lebanon, the United Kingdom, and Venezuela.

Exhibitors

The number of exhibitors in all six events was:

- Expo Gourmet 160
- The Chocolate Salon 36
- Cerveza Mexico 53
- Wine Room n/a
- Agave Fest 36

- Expo Café

300

Expo Café, with 8,600 m² of floor space and over 10,000 products ranging from coffee equipment to coffee related food items including ice-cream, additives and tea offers everything needed for this niche market from Mexico and abroad.

Opportunities for U.S. Exporters

This conglomerate of shows under one roof offers a unique opportunity to tap into different niche markets in Mexico since each show caters to a specific target and draws products and visitors focusing on these specific niches. While there are many products being shown from outside Mexico, this only reinforces the benefits of the show given that most visitors are looking for specialty items not present in other expos, or items that are new to Mexico.

Product opportunities identified are:

- Healthy foods
- Condiments and sauces
- Novelty drinks and juices
- Coffee flavorings, additives and accessories
- Wines
- Craft beer and related products

While the Agricultural Trade Office does not currently organize a U.S.A. Pavilion in this show, please contact the Mexico City office for any comments or questions you may have:

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Phone: +52(55) 5140-2600

Or please contact the show organizers directly at:

www.gourmetshow.mx